

# ORDER



KSNV

**Orders**  
**Order / Rev:** 222  
**Alt Order #:** 06864170  
**Product Desc:** JOE HECK 4 CONGRESS  
**Estimate:** 2937  
**Flight Dates:** 10/17/12 - 10/23/12  
**Original Date / Rev:** 10/16/12 / 10/19/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency Name:** Strategic Media Placement, Inc.  
**Buying Contact:**  
**Billing Contact:**  
 7669 Stagers Loop  
 Delaware, OH 43015

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser Name:** Mark Joe for Congress *Revised*  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

## Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	34	\$31,925.00	\$27,136.25

## Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	34	\$31,925.00	\$27,136.25	0.00
<b>Totals</b>	<b>34</b>	<b>\$31,925.00</b>	<b>\$27,136.25</b>	<b>0.00</b>

## Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	99%	\$31,925.00
Market	100%	\$32,247.47

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	0%	\$0.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	0%	\$0.00
KTUD	0%	\$0.00
KVVU	0%	\$0.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	1%	\$322.47

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/17/12	10/17/12	M-F 6-7a WakeUp w/WagM	6-7a		--W----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----			1			\$700.00		0.00			

Order / Rev. 107922  
 Alt Order #: 06864170  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2937  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 2	KSNV	10/18/12	10/18/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	---T---	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$700.00		0.00						
E 3	KSNV	10/19/12	10/19/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	----F--	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$700.00		0.00						
E 4	KSNV	10/22/12	10/22/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	M-----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$700.00		0.00						
E 5	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners	CM	6-7a	-T-----	:30	1	\$700.001		0.00	NM	1	\$700.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$700.00		0.00						
E 7	KSNV	10/18/12	10/18/12	Today Show Today Show	CM	658a-9am	---T---	:30	1	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$600.00		0.00						
E 8	KSNV	10/19/12	10/19/12	Today Show Today Show	CM	658a-9am	----F--	:30	1	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$600.00		0.00						
E 9	KSNV	10/22/12	10/22/12	Today Show Today Show	CM	658a-9am	M-----	:30	1	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$600.00		0.00						
E 10	KSNV	10/23/12	10/23/12	Today Show Today Show	CM	658a-9am	-T-----	:30	1	\$600.002		0.00	NM	1	\$600.00
TODAY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$600.00		0.00						
E 11	KSNV	10/17/12	10/17/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	--W----	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	--W----	1		\$1,200.00		0.00						
E 12	KSNV	10/18/12	10/18/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	---T---	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	---T---	1		\$1,200.00		0.00						
E 13	KSNV	10/19/12	10/19/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	----F--	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/15/12	10/21/12	----F--	1		\$1,200.00		0.00						
E 14	KSNV	10/22/12	10/22/12	M-F Early News M-F Early News	CM	5-630p (5:00 PM-5:30 PM)	M-----	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	M-----	1		\$1,200.00		0.00						
E 15	KSNV	10/23/12	10/23/12		CM	5-630p	-T-----	:30	1	\$1,200.001		0.00	NM	1	\$1,200.00



Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F Early News											
				M-F Early News		(5:00 PM-5:30 PM)									
NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			
E 16	KSNV	10/17/12	10/17/12	M-F Jeopardy	CM	630-7pm	--W----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Jeopardy											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,300.00		0.00			
E 17	KSNV	10/22/12	10/22/12	Jeopardy in PRIME	CM	M-SA 8-11p / SUN	M-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				Jeopardy in Pnme											
JEOPARDY															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$1,300.00		0.00			
E 18	KSNV	10/18/12	10/18/12	M-F Wheel	CM	7-730pm	---T---	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,300.00		0.00			
E 19	KSNV	10/23/12	10/23/12	M-F Wheel	CM	7-730pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
				M-F Wheel of Fortune											
WHEEL															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,300.00		0.00			
E 20	KSNV	10/17/12	10/17/12	FacetoFace/Ralston Rep	CM	730-758pm	--W----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$900.00		0.00			
E 21	KSNV	10/18/12	10/18/12	FacetoFace/Ralston Rep	CM	730-758pm	---T---	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$900.00		0.00			
E 22	KSNV	10/19/12	10/19/12	FacetoFace/Ralston Rep	CM	730-758pm	----F--	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	----F--					1	\$900.00		0.00			
E 23	KSNV	10/22/12	10/22/12	RALSTON in PRIME	CM	8-11pm	M-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				RALSTON in PRIME											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	M-----					1	\$900.00		0.00			
E 24	KSNV	10/23/12	10/23/12	FacetoFace/Ralston Rep	CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
				FacetoFace/Ralston Report											
FACE TO FACE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
E 25	KSNV	10/17/12	10/17/12	M-F News 3 at Eleven	CM	11pm-1135pm	--W----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	--W----					1	\$1,200.00		0.00			
E 26	KSNV	10/18/12	10/18/12	M-F News 3 at Eleven	CM	11pm-1135pm	---T---	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
LATE NEWS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/15/12	10/21/12	---T---					1	\$1,200.00		0.00			
E 27	KSNV	10/19/12	10/19/12		CM	11pm-1135pm	----F--	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00

Order / Rev: 107922  
 Alt Order #: 06864170  
 Flight Dates: 10/17/12 - 10/23/12

Advertiser: Heck, Joe for Congress  
 Product Desc: JOE HECK 4 CONGRESS  
 Estimate: 2937  
 KSNV

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F News 3 at Eleven											
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	----F--					1	\$1,200.00		0.00			
E 28	KSNV	10/22/12	10/22/12	M-F News 3 at Eleven	CM	11pm-1135pm	M-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	M-----					1	\$1,200.00		0.00			
E 29	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
				M-F News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			
E 30	KSNV	10/20/12	10/20/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S-	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$1,100.00		0.00			
E 31	KSNV	10/21/12	10/21/12	Sa-Su News 3 at Eleven	CM	11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
				Sa-Su News 3 at Eleven											
				LATE NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$1,100.00		0.00			
E 32	KSNV	10/20/12	10/20/12	News 3 Sunrise - SATURDAY	CM	6a-7a	-----S-	:30	1	\$150.00	3	0.00	NM	1	\$150.00
				News 3 Sunrise SATURDAY											
				SAT NEWS											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$150.00		0.00			
E 33	KSNV	10/20/12	10/20/12	Saturday Today	CM	7a-9am	-----S-	:30	1	\$625.00	1	0.00	NM	1	\$625.00
				Saturday Today											
				SAT TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S-					1	\$625.00		0.00			
E 34	KSNV	10/21/12	10/21/12	Sunday Today	CM	7a-8am	-----S	:30	1	\$750.00	1	0.00	NM	1	\$750.00
				Sunday Today											
				SUN TODAY											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$750.00		0.00			
N 35	KSNV	10/21/12	10/21/12	Chris Matthews Show	CM	5a-8p	-----S	:30	1	\$600.00	1	0.00	NM	1	\$600.00
				Chris Matthews Show											
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
		Week: 10/15/12	10/21/12	-----S					1	\$600.00		0.00			
													Totals	34	\$31,925.00